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Press release

Tony Curtis to Appear at Licensing International Expo

In promotion of his new licensing program, legendary actor and visual artist Tony Curtis will be available to meet and greet fans during the 2010 Licensing International Expo in Las Vegas.

Las Vegas, NV, April 12, 2010 – Tony Curtis is one of the most successful actors of his era, appearing in a number of the most popular and acclaimed films of the late 1950's and early 1960's. Curtis symbolizes The Golden Age of Hollywood and is legendary for his good looks, smooth charm and dashing and debonair style.

While the silver screen has been home to Mr. Curtis for well over five decades, the actor's second act is all about the canvas. Tony Curtis has been painting throughout his life and is now a respected and internationally renowned visual artist. Curtis creates brightly colored impressionistic paintings, drawings and assemblages reflecting the glamour of his movie star status, his generous nature and his zest for life. The subject matter of his paintings include domestic still lifes featuring floral and cat motifs, landscapes, celebrity portraits and self portraits. Curtis's artwork is featured in prominent galleries, private collections and distinguished museums including New York's Museum of Modern Art. Considerable demand for Curtis's artwork dictates a busy exhibition and personal appearance schedule with his original paintings commanding in excess of \$50,000 per canvas and average annual artwork sales of \$1,000,000.

Building on the success of his art business and his two best-selling memoirs, Curtis Enterprises recently retained Fame Farm licensing and marketing firm to launch a consumer products licensing program. Less than a year into the launch, the program has secured partnerships with significant global manufactures to feature the Tony Curtis name, likeness and artworks on a diverse range of products with first-run and limited edition offerings boasting a 100% sell-through.

Curtis's generous nature has a broad reach with a focused effort on Shiloh Horse Rescue and Sanctuary. Founded by Tony Curtis and his wife Jill, this highly regarded non-profit organization, saves hundreds of horses from slaughter and provides a sanctuary for rescued horses to enjoy their lives in comfort. Shiloh Horse Rescue and Sanctuary, located on 40 acres, an hour's drive from Las Vegas, has rescued and rehabilitated over 500 horses. The Tony Curtis Licensing Program embraces, promotes and contributes to this organization and develops unique cross-promotional licensing and marketing opportunities in support of the work at Shiloh.

Tony Curtis will be available to meet and greet fans and to autograph copies of his latest memoirs on June 8th, 12-2PM, during the Licensing International Expo, Mandalay Bay Convention Center, Las Vegas, June 8-10, 2010 (Tony Curtis exhibit booth #3685).

The **Tony Curtis licensing program** celebrates and promotes the *Art of Hollywood* and is characterized by the spirit of classic Hollywood, dashing movie stars, debonair entertainers and dazzling artwork embodying both passion and delight. The brand's charitable component (Shiloh Horse Rescue and Sanctuary) exemplifies the star's generous nature and altruism. www.TonyCurtis.com

Shiloh Horse Rescue and Sanctuary is a federally recognized 501(c)(3) non-profit organization founded by Tony Curtis and his wife Jill Curtis. Shiloh Horse Rescue and Sanctuary rescues, rehabilitates and cares for abused, unwanted, neglected and slaughter-bound horses of all types. Shiloh has rescued and rehabilitated over 500 horses and is located on 40 acres in Sandy Valley, Nevada. www.ShilohHorseRescue.com

Fame Farm is a full-service licensing agency and marketing firm representing entertainers, artists, personalities and brands. Fame Farm develops and executes strategic and innovative applications designed to secure brand extension, brand license acquisition and tactical marketing partnerships. www.FameFarm.com

